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WHAT'S HOT

HOW MACHINE LEARNING KEEPS AMBULANCE TRANSPORT ON SCHEDULE

HEADLINE NEWS IN A FLASH

- Struggling ambulance services ignoring the potential of AI to relieve pressures
- Artificial Intelligence (AI) coming to Ambulances
- This AI detects cardiac arrests during emergency calls
- How AI and Machine Learning are Improving Ambulance Response and Dispatch
- Artificial intelligence in Emergency Medical Services dispatching: assessing the potential impact of an automatic speech recognition software on stroke detection taking the Capital Region of Denmark as case in point
- Invisalign maker rolls out AI app for home-directed treatment

INDUSTRY FOCUS

TOMORROW'S AMBULANCE – TECHNOLOGY: ALLY OR ENEMY?

HOW MACHINE LEARNING KEEPS AMBULANCE TRANSPORT ON SCHEDULE

Each year Croce Rossa Italiana Comitato di Udine (the Italian Red Cross of Udine) transports thousands of patients to and from medical appointments by ambulance. We call this service secondary ambulance transport to distinguish it from emergency response. The trips can be between the patient's home and a healthcare facility or from facility to facility.

Scheduling such trips is a complex challenge requiring excellent logistics skills. If planners inaccurately predict the travel times, CRI Udine cannot provide quality patient service. And too many ambulances tied up in secondary transport can inhibit our emergency response.

Ambulance transport times predicted with 98% accuracy

Travel time on the road is easy to predict with mapping apps. Much harder is estimating the time it takes to get patients in and out of the ambulance. Planners must consider the patient's condition, age and weight, what floor the patient is on and must be delivered to, the necessity of IV fluids or oxygen, whether the patient needs a stretcher or wheelchair, and much more.

Today, we've digitized ambulance scheduling thanks to a first-of-a-kind expert planning system developed with IBM Business Partner IT'S...B2B. Called SoTras, the system uses IBM predictive analytics to analyze records of 200,000 prior ambulance trips. The insights help schedulers predict transport times with 98% accuracy, far more precisely than before. As a result, CRI Udine can better serve our patients and the community.

A hybrid cloud supports patient booking and transport

Developed as a hybrid system integrating cloud, on-premises, web, mobile and human elements, SoTras is a complete solution for transport logistics and patient booking. For the planning interface, IBM SPSS Modeler applies machine learning to the prior-trip database to predict the time to get patients in and out of the ambulance. The AI engine assesses variables about patient demographics, medical conditions, home and medical facility infrastructure and the impact of needed patient support. Google Maps adds the ability to estimate on-the-road travel time.

SoTras assists with booking by collecting patient transport requests from a public web link to the healthcare system of Udine Province. It also includes a mobile app for drivers to report delays and the ongoing trip status. Integration with Italy's national healthcare system offers data collection, driver shift management and invoicing of completed trips. A private cloud interface offers system administration.

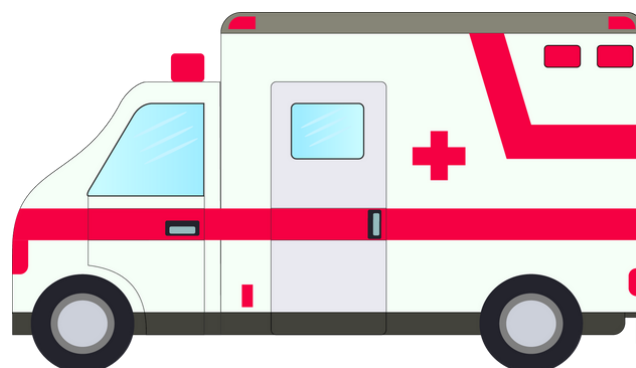
Better transport scheduling delivers quantifiable benefits

With SoTras increasing planning accuracy, CRI Udine has fewer ambulances on the road at any given time. Plus, optimizing the secondary service frees ambulances for emergency response.

The benefits are quantifiable, as seen from a system audit performed by the Udine Chamber of Commerce. In a single day with 101 secondary transports, the service needed four fewer ambulances and crews than usual due to planning efficiency. The 18 ambulances used drove 118 km less than is typical for the same trips.

Analyzing these and other metrics, we expect to reduce the fleet's travel by 46,000 km annually, lessening diesel fuel consumption by 7,077 liters and CO2 emissions by 18 tons. And fewer transport delays deliver a crucial measure of success: a superior experience for the patients of CRI Udine.

Source: IBM





HEADLINE NEWS IN A FLASH

STRUGGLING AMBULANCE SERVICES IGNORING THE POTENTIAL OF AI TO RELIEVE PRESSURES

For nearly half (45%) of NHS ambulance trusts, more than four in five calls are non urgent or life threatening, according new research from Five9 through a Freedom of Information (FOI) request. The figures come as ambulance services face unprecedented pressure, with record-high response times and 12.5 million calls in the year from May 2021. Out of 11 of the 14 UK ambulance service trusts that responded to the FOI request, 91% are not currently using any artificial intelligence (AI) for call handling, meaning that most calls are operated manually. And almost two-thirds (64%) of respondents currently have no plans to implement AI technologies to help deal with the burgeoning number of calls. Only two trusts plan to implement AI in the next 12 months, while a further two plan to adopt AI technologies to support call prioritisation in the next three to five years. However, AI technologies are already helping health services across the world manage high call volumes by identifying and screening non-urgent contacts.

Source: *Building Better Healthcare*

THIS AI DETECTS CARDIAC ARRESTS DURING EMERGENCY CALLS

for an AI tool that has been developed in Denmark and has been used within the country to prevent deaths from out-of-hospital cardiac arrests. It is now set to go on trial in four other European cities this year as part of a partnership with the European Emergency Number Association, which operates in more than 80 countries. Corti, the company behind the technology, has been trialling its product in Copenhagen, where it has been listening in to calls made to the official 112 emergency number. The company says its system analyzes emergency calls to learn words and characteristics associated with cardiac arrests and applies them to a neural network. This can predict more accurately than a human if someone's heart has stopped. Research has found that emergency dispatchers in Copenhagen recognize cardiac arrests over the phone in about 73% of cases, but Corti AI's could spot them 95% of the time.

Source: *WEForum.org*

ARTIFICIAL INTELLIGENCE IN EMERGENCY MEDICAL SERVICES DISPATCHING: ASSESSING THE POTENTIAL IMPACT OF AN AUTOMATIC SPEECH RECOGNITION SOFTWARE ON STROKE DETECTION TAKING THE CAPITAL REGION OF DENMARK AS CASE IN POINT

Stroke recognition at the Emergency Medical Services (EMS) impacts the stroke treatment and thus the related health outcome. At the EMS Copenhagen 66.2% of strokes are detected by the Emergency Medical Dispatcher (EMD) and in Denmark approximately 50% of stroke patients arrive at the hospital within the time-to-treatment. An automatic speech recognition software (ASR) can increase the recognition of Out-of-Hospital cardiac arrest (OHCA) at the EMS by 16%. This research aims to analyse the potential impact an ASR could have on stroke recognition at the EMS Copenhagen and the related treatment.

Source: <https://sjtrem.biomedcentral.com/articles/10.1186/s13049-022-01020-6>

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ARTIFICIAL INTELLIGENCE (AI) COMING TO AMBULANCES

Artificial Intelligence (AI) has the power to improve healthcare delivery across the continuum of care. AI can more quickly identify hemorrhages on CT scan in the emergency department; it can make surgeries safer in the operating room, reduce mortality in intensive care units; and it can help patients recover faster after being discharged. Artificial Intelligence could also assist emergency medical service (EMS) providers in treatment and triage decision-making in the pre-hospital environment. Take stroke for example. Patients suffering stroke need to be taken to designated stroke hospitals in order to receive adequate lifesaving treatment. Though stroke can be diagnosed with brain imaging at any hospital, it can only be treated at about 20% of them. Artificial intelligence can help EMS providers get stroke patients to the right hospital faster and reduce delays in treatment. Creators of artificial intelligence diagnostic tools, MaxQ AI (formerly MedyMatch) has partnered with Samsung to deploy computer vision software on the approximately 15 ambulances in the country that have on-board CT scanners.

Source: *Health IT Pittsburgh*

HOW AI AND MACHINE LEARNING ARE IMPROVING AMBULANCE RESPONSE AND DISPATCH

According to a study conducted by Wilde, a one-minute increase in ambulance response time resulted in an 8-17% increase, on average, in mortality for patients in cardiac arrest or suffering a stroke.¹ In another study by Peyravi, ambulances with a two-minute shorter response time had a mortality rate of 1.5%, 1.1-percentage points lower than the average ambulance response time.² These studies highlight the importance of constricting ambulance response times. The challenge, however, is to do just that. EMS organizations know that the key to reduce response time is to deploy ambulances near where the next emergencies are likely to happen. However, predicting where the next emergencies will occur is the main challenge. Some EMS organizations can generate a demand analytics report based on call volume associated with specific shifts, areas and time of day.

Source: *JEMS*

INVISALIGN MAKER ROLLS OUT AI APP FOR HOME-DIRECTED TREATMENT

The makers of the Invisalign system of plastic orthodontic braces are launching an artificial-intelligence-powered program to allow people at home to track their treatment progress and advance to the next stage when they're ready. Align Technology's Virtual Care AI will be built into the company's smartphone app. The program will walk users through taking pictures of their teeth and then automatically assess the alignment and spacing of each tooth and compare them to the personalized settings established beforehand by the user's doctor. The app will then deliver an automated message instructing the wearer to proceed to the next set of aligners if their treatment is tracking well or to stay on their current aligner if they need more time. The company said its AI tools are being rolled out worldwide—starting in the Americas, the Asia-Pacific region, Europe, the Middle East and Africa—with the automated notifications being registered as a medical device in some countries.

Source: *fiercebiotech*

TOMORROW'S AMBULANCE – TECHNOLOGY: ALLY OR ENEMY?

Technology is changing the world at a breakneck speed. In this 'global village', where everything is intertwined and everyone can interact, challenges are increasing in different fields of society. The public safety sector is no exception. What trends and opportunities are beginning to emerge? What are the challenges and threats that arise?

his article is an analysis of how, in an increasingly populated world, globalisation and technology disruption are impacting the emergency sector. We will explore how fast-changing technology will change the future of public safety organisations and their professionals with a focus on the role of EENA within the European ambulance services. One of the most important areas for our organisation has been exploring how technology can work alongside emergency services professionals in order to improve emergency response and save more lives. Practical examples of state-of-the-art technology like Artificial Intelligence (AI), Internet of Things (IoT), drones, and telemedicine are taking their first steps in healthcare. Although the road is still long, this paradigm shift could be decisive for patients' lives. We are starting to think about prevention first and then treatment.

As you will see in this article, one thing is for sure: tech is ushering in a new era of emergency services. Every day, thousands of ambulances are dispatched across Europe. A study carried out at the European level suggests that half of the cases involving ambulance call outs could be treated on the spot, thus avoiding hospital care. That's why effectiveness of emergency response is crucial.

Many factors contribute to effective emergency response, but time is for sure a determining criterion. Everything revolves around it: the time to classify a call, the time to determine the caller's location, the time to dispatch resources and the time taken to reach the location. These are just a few examples of the importance of the clock.

To this end, data is becoming more and more important for emergency services. At EENA, we work with different projects to explore and evaluate the importance and utilisation of data, always keeping an eye on the future. When talking about data, accurate caller location is one of the most significant pieces of information an emergency call-taker can receive. This information can also improve the work of ambulance services, especially when choosing which route is the quickest to get to an incident. Advanced Mobile Location (AML) is a lifesaving tech and for the past years EENA has had a proactive partnership with Apple and Google to push AML adoption worldwide.

Along the same lines, we also partnered with Waze to evaluate the impact of traffic data in emergency control rooms. One of the purposes of the project was to allow emergency vehicles to use data from Waze to send alerts or to monitor real-time traffic conditions that could help to reduce response time.

5G and the dissemination of Artificial Intelligence (AI) are starting to make the emergency services world more connected and improve data analysis. In 2018, EENA & Corti partnered to use AI to detect out-of-hospital cardiac arrest in emergency response centres in France and Italy. A recent study demonstrated that indeed machine learning can serve as a valuable tool working alongside emergency dispatchers.

The Internet of Things (IoT) is continuing to change the panoramic of the public safety sector. The evolution of wearables and connected vehicles can also be a great help by providing patient insights and allowing remote diagnoses by relaying real-time information to emergency services.

In the UK, 5G connected ambulances are starting to be a reality to better both hospital and ambulance services.

Biometric data can also be key to ambulance professionals. Sensors can monitor health status for at home patients or, for example, imaging machines can provide more detailed information to ambulance professionals on site or en route to the hospital. A good example of the use of this type of data are the trials conducted by the London Ambulance Service using real-time information on patients with biometric fingerprint recognition.

Keeping up with all these innovations can feel daunting for some organisations and many are not able to make use of this data right now.

That's why we launched the Next Generation 112 (NG112) project, a pan-European technical architecture, that provides the backbone for emergency services to be able to exploit the benefits of new technologies. By embracing NG112, emergency services will avoid becoming technologically segregated and public safety organisations will be ready for emerging technologies that could benefit their response.

In a constantly changing world, predicting the future is almost an impossible mission.

However, considering the natural evolution in the sector, one thing is guaranteed: ambulances in the future will be smarter and more connected.

Source: Eena.org

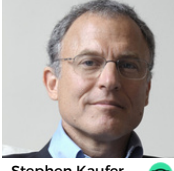
THE



We examined closely the performance of companies, strategies and leadership attributes of 18 business leaders (male and female) and the organizations they lead using our proprietary AI engine - based on 20 years' of data from annual reports, commentaries, management interviews and stock exchanges. Prof M Nazri, Thinkers360 #1-ranked globally in AI, Predictive Analytics & Digital Transformation, now presents to you the findings and AI-based recommendations for SME Leaders to adopt in order to survive and thrive in a challenging business environment. Come and join him, together with a panel of global speakers, to give their perspectives on the study findings while sharing with you their thoughts on good vs great companies with diverse perspectives!

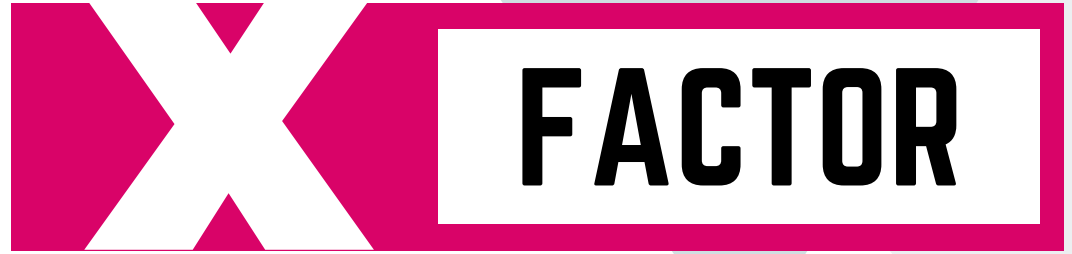
AI-GENERATED STUDY ON TOP COMPANIES

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FACTOR

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Prof (AI Practice), M Nazri

Founder / Chairman

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- Analytics experience since 1999 in top US and European financial institutions and an international rating agency before heading an award-winning AI Group represented in 20+ countries. Currently the lead advisor to more than 500 digital transformation projects as part of the University-Industry Partnership and the Digital AI Labs (DIAL) programmes for public, private and non-profit organisations globally.
- Ranked #1 as a Global Thought Leader in three categories: AI, Predictive Analytics and Digital Transformation by independent US-based research group, Thinkers360. Won the Global Excellence Award 2020 by US-based group, Global Chamber.Org
- Awarded the Asia-Pacific Young Business Leader Award (AI/Innovation) in 2010 by the Ministry of International Trade and Industry (Malaysia). In 2019, he was awarded with IFN's Global Winner for Best Data and Analytics Platform. Also listed by one of the world's top 500 prominent and influential personalities in the OIC economy (A.I/Fintech category) by Islamica500.
- Current member, Board of Governor for Republic Polytechnic (Singapore) and Advisor to its School of Infocomm; and sits on the advisory board of several public and private universities in the region.
- Presently the Honorary Consul for The Republic of Cabo Verde (West Africa), appointed through the Ministry of Foreign Affairs (Singapore) for the Government of Cabo Verde.



INTERNATIONAL SPEAKERS



Doug Bruhnke

FOUNDER / CEO,
THE GLOBAL
CHAMBER



Busisiwe Mathe

CHIEF EXECUTIVE OFFICER
ORIRORI CONSULTING,
FORMER DIRECTOR/PARTNER,
PRICEWATERHOUSECOOPERS



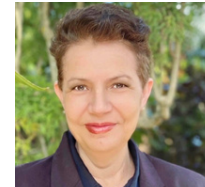
Marco Breu

SENIOR PARTNER
MCKINSEY & COMPANY
HON. ADVISOR,
CENTRE FOR AI INNOVATION



Samrah Kazmi

CHIEF INNOVATION OFFICER
- HEAD OF RISK PARTNERSHIPS,
RESRG
CEO / FOUNDER,
WOMEN IN
SUSTAINABLE INNOVATION



Lynare Robbins

DIRECTOR
GLOBAL CHAMBER® MIAMI



Jayanth Murthy

JT. MANAGING DIRECTOR,
SOUTH ASIA AND AFRICA AT
KAIZEN INSTITUTE



Noris Steenstrup

CEO / FOUNDER,
B20 SUSTAINABLE
PROSPERITY, SUSTAINABLE
GROWTH AGENCY



Katie Keith

EXECUTIVE DIRECTOR
GLOBAL CHAMBER®
LONDON, UK



Jesse Arlen Smith

PRESIDENT & FOUNDER
AIFORGGOOD.ASIA



**Tejinder Pal
Singh Oberoi**

CHAIRMAN & DIRECTOR,
GESIA IT ASSOCIATION



Mi Jeong Hibbitts

PRESIDENT/PRINCIPAL,
ROBERT & WILLIAM, LLC



Oliver Tian

HONORARY ADVISOR,
ASIA PACIFIC,
APARA;
VICE-CHAIRMAN, IARA



**Dr. Peter
Wonsok Yun**

EXECUTIVE DIRECTOR,
GLOBAL CHAMBER SEOUL



Rajan Nair

PRESIDENT,
EXIM CLUB AND PARTNER
OF ALLTIME SHIPPING



Bharat Patel

CO-FOUNDER AND
DIRECTOR, YUDIZ
SOLUTIONS LTD.



**Siriwat William
Chhem**

DIRECTOR,
CENTRE FOR INCLUSIVE DIGITAL
ECONOMY,
ASIAN VISION INSTITUTE
ADVISOR, COUNCIL FOR THE
DEVELOPMENT OF CAMBODIA



Meena Kaviya

PRESIDENT, GUJARAT CHAPTER,
CONFEDERATION OF WOMEN
ENTREPRENEURS (COWE)





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3 LEVELS



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MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.

The Centre for AI Innovation (CEAI) forms part of MyFinB Venture's portfolio of innovative, disruptive projects to guide and support the digital transformation initiatives by organisations and business innovators.



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MALAYSIA

MyFinB (M) Sdn. Bhd.

Level 13A, Menara
Tokio Marine 189 Jalan
Tun Razak, Hampshire
Park, 50450 Kuala
Lumpur, Malaysia.

Tel: +60 327 173 418



SINGAPORE

**MyFinB Holdings
Pte. Ltd.**

One Marina
Boulevard, Level 20,
Singapore 018989

Tel: +65 6932 2658



UNITED STATES

**Global Chamber,
LLC.**

4400 N Scottsdale
Road, Suite 9-852,
Scottsdale, AZ 85251
USA

Tel: +1 (855) 476-9845

CONTACT US